

ORDER



Orders
Order / Rev: 701058 - 2
Alt Order #: 06245565
Product Desc: HOUSE MAJORITY/SEIU
Estimate: 1440
Flight Dates: 09/25/12 - 10/08/12
Original Date / Rev: 07/20/12 / 09/18/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact: Linda Bassett
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTSP-TV	28%	\$0.00
Market	100%	\$0.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	42%	\$0.00
WFTS	11%	\$0.00
WMOR	0%	\$0.00
WTOG	1%	\$0.00
WTTA	0%	\$0.00
WTVT	18%	\$0.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00